LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY INC
AD#377-B1 REQ#M53514 "COFFEE SHOP" PG 4/C (9 7/8" x 12 3/4") SPORTING NEWS, 1997

YOUR BASIC® COFFEE SHOP

KEEP IT BASIC

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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16 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method

F. PARKE/J. SCHMIDT/T. SCHULTZ/A. KENNAUGH

Source: https://www.industrydocuments.ucsf.edu/docs/jfkp0008